

EXHIBIT

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718

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The Honorable Diane Rice  
Chair of the House Judiciary Committee  
Montana House of Representatives  
PO Box 200400 Helena, MT 59620-0400

Dear Representative Rice:

I am writing to express my concerns about House Bill 718. While I don't know all the details of the bill, I do understand it includes a "Do Not Mail" registry for individuals to restrict their mail.

As someone who has made the advertising and marketing business their profession for the last thirty years I do know that direct mail has many positive aspects including:

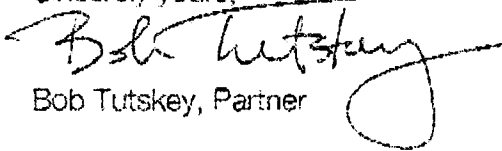
- Advertising mail offers a cost-effective entry into the market for small (and large) businesses looking to introduce themselves to local customers, especially in a spread out state like Montana.
- Businesses like direct mail because it offers a significant return on investment.
- Every dollar spent for *non*-catalog direct mail generates an average return on investment (ROI) of \$15.71. In other words, direct mail works.
- Not all direct mail is selling something, many times it is used to educate, raise awareness of issues, announce events, etc.
- Nonprofit organizations, including those serving environmental causes, used the mail to help raise nearly \$200 billion in individual contributions in 2005, according to Giving USA.

TUTSKEY+WEBSTER+BURCHENAL+MCKAY

- Most consumers don't want to stop all direct mail. Many consumers who choose a blanket opt-out on receiving direct mail might not realize – and would regret missing out on – special offers, coupons, and notices about new local businesses and services.

Thank you for your time, and I hope you will give HB 718 a critical look and don't take one of the most effective marketing tools Montana business have at their disposal out of their hands.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Bob Tutskey". The signature is written in dark ink and is positioned above the printed name.

Bob Tutskey, Partner